C4722-2

- American Express puts W-A buyout offer on the table
- NCTA move to start scrambling co-op gathers steam
- TVSM and 'On Cable' to merge
- New England Show draws record crowd

Comcast unveils Storer purchase plan

CableVision

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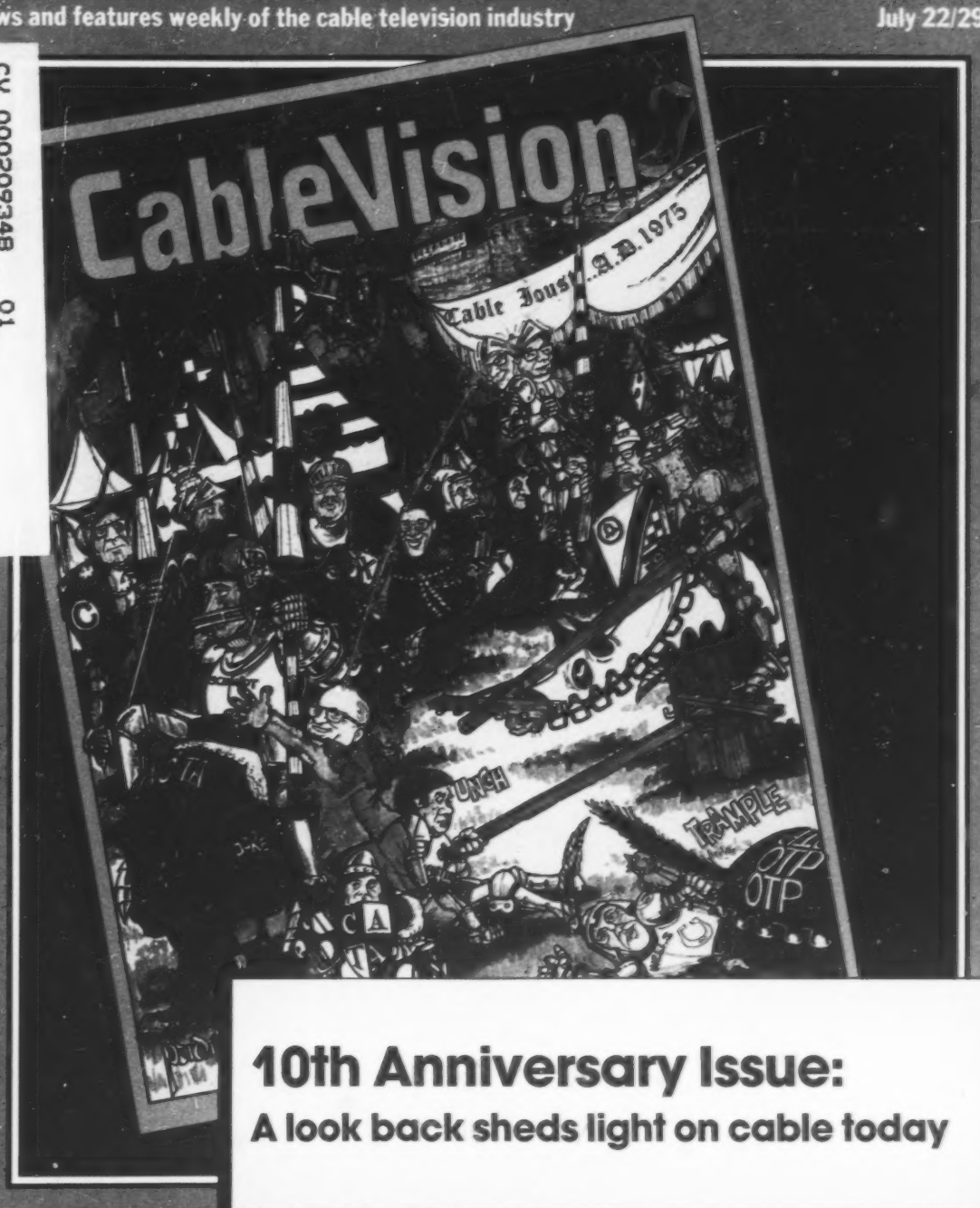

10th Anniversary Issue:

A look back sheds light on cable today

Leading the Week

Storer saga continues

Comcast Corp. has announced a $2.1 billion offer to acquire Storer Communications—the nation's fourth-largest cable system operator. Just a week ago, Storer and Kohlberg Kravis Roberts & Co. put in place a $1.9-billion financing package in a leveraged buyout deal with Storer 11

D.C. suit threatened

A losing bidder for the Washington, D.C., cable franchise is threatening to file suit over franchise modifications tentatively approved by the city council. District Cablevision Inc., the franchise winner, recently requested scalebacks totaling more than $32 million 11

American Express bids for W-A

American Express, exercising the buy-sell provision in its agreement with Warner Communications after receiving permission from ATC and TCI, has offered to buy out Warner's 50 percent interest for $450 million cash 12

Publication merger

A merger by the end of the summer is planned for *On Cable* magazine and TVSM's *The Cable Guide*. Together, the publications will reach 7 million readers. One competitor described the merger as one of "two beached whales."....12

NCTA co-op proposal

The National Cable Television Association has proposed an NCTA-driven cooperative to scramble satellite-delivered cable programming services and distribute them to backyard dish owners 16

CRT saga continues

The Reagan Administration apparently has decided upon its nominees to fill the three vacancies on the Copyright Royalty Tribunal. Meanwhile, testimony on Capitol Hill continued to cast doubts on the future of the agency.....16

Convention theme

A record 1,500 cable industry officials gathered in Hyannis, Mass., last week for the annual New England Cable Television Association convention. The theme underscoring the entire convention was customer service.....18

Viewership up

The average prime time viewership of Home Box Office rose 35 percent from May to June. The nation's leading pay service registered a prime time average 12.4 percent rating and 20 share 20

Amazing feat for MTV

MTV's cablecasting of all 16 hours of the Live Aid concert from Philadelphia and London helped raise $70 million for hunger relief in Africa and also accomplished "an amazing technological feat. . . . (and) the greatest rock spectacle in rock history." 20

Janas quits

John Janas has stepped down as president of The Weather Channel after 17 months at the helm. Michael Eckert, the service's advertising sales vice president, will assume Janas' post.....26

Cooke offer

Jack Kent Cooke has announced a hostile tender offer for Multimedia. The bid is valued at $1.17 billion, or $70.01 per share. The company's own reorganization offer has been valued at up to $54 per share.....26

TCI drops challenge

Tele-Communications Inc. has discontinued its legal battle with the United States Air Force to wire Homestead Air Force Base in Key West, Fla. The move comes despite a court ruling extending cable's rights to military bases 26

Bids for Palo Alto

Palo Alto, Calif., his reached agreements in principle with Cable Communications Cooperative and City Cable Partners, bidders for the franchise here. The two proposals will be heard before the city council.....28

VCRs key problem

Speaking to the Southern California Cable Association, TCI's John Sie has warned that videocassette recorders are the major factor in the slowdown affecting the pay cable industry 28

RFRPs advance

A city council subcommittee in Los Angeles has approved a plank for the city's upcoming Request for Renewal Proposals.....32

Top ratings

June 18 was a landmark date for Black Entertainment Television, as it recorded its highest Neilsen primetime ratings ever.....32

About the cover

In recognition of our 10th year of publication, *CableVision* reprints its inaugural cover by Boulder artist Rob Pudim.

Feature stories

Highlighting our 10th anniversary issue is an expanded feature story section, which includes:

Regulatory struggle: a look at the cable industry's effort to chip away at regulatory reins. (page 49)

The beginning: thanks to an electronic wizard, the town of Astoria, Ore., holds a vital spot in the history of cable television. (page 60)

Pictorial review: a recap of significant events in the industry as they appeared throughout the 10 years of *CableVision*. (page 64)

Reflections: with insight only their years of experience can provide, several industry trailblazers look back on a decade of triumph and travail. (p. 82)

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Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	182	2,955,000
Arts & Entertainment	2,000	12,500,000
Black Entertainment Television (BET)	432	9,033,719
Cable News Network (CNN)	7,780	32,262,000
CNN Headline News	2,403	16,284,000
C-SPAN	1,900	21,000,000
CBN Cable Network	5,551	29,715,000
Country Music Television	314	4,900,000
The Discovery Channel	400	8,000,000
ESPN	10,560	36,500,000
Eternal Word Television Network(EWTN)	232	2,400,000
Family Guide II Network	6	90,000
Financial News Network (FNN)	1,050	18,100,000
The Learning Channel	661	5,735,700
Lifetime	2,400	24,900,000
Modern Satellite Network (MSN)	510	10,620,000
Music Television (MTV)	3,100	26,200,000
The Nashville Network	2,250	22,160,000
National Christian Network (NCN)	91	1,333,000
National Jewish Television (NJTV)	247	5,569,000
Nickelodeon	3,800	24,900,000
Odyssey	NA	NA
PTL The Inspirational Network	1,200	13,000,000
Satellite Program Network (SPN)	525	11,800,000
Silent Network	242	7,200,000
SIN Television Network†	348	29,405,100
Trinity Broadcasting Network	409	5,772,000
USA Network	4,200	29,700,000
Video Hits One	423	5,500,000
The Weather Channel	1,630	17,000,000
WGN-TV	6,515	15,714,000
WOR-TV	1,378	5,231,220
WPIX-TV	152	1,385,000
WTBS-TV	8,656	33,111,000

Pay services		
American Extasy	4	40,000
American Movie Classics	90	235,000
Bravo	210	335,000
Cinemax	3,200	3,333,000
The Disney Channel	2,300	1,800,000
GalaVision	230	160,000
Home Box Office (HBO)	6,900	14,500,000
Home Theater Network (HTN)	400	300,000
Showtime	3,200	5,400,000
The Movie Channel	2,900	3,200,000
The Nostalgia Channel	55	175,000
The Playboy Channel	550	800,000

Audio services		
Cable Radio Network	13	1,000,000
Lifestyle	125	2,400,000
Moody Bible Institute	47	600,639
Satellite Jazz Network	14	828,000
Satellite Radio Network	50	403,000
Star Ship Stereo, Inc.	80	930,000
Studioline	NA	NA
WFMT Chicago	158	1,041,000

Text services		
AP News Cable	350	4,000,000
AP News Plus	6	145,000
Cable Sportstracker	5	275,000
Dow Jones Cable News	170	2,372,784
Electronic Program Guide (EPG)	235	4,484,000
Genesis Storytime	20	630,000
Reuters News View	325	3,250,000
TV Decisions	106	2,826,401
UPI Data Cable	450	4,000,000
X'Press	NA	NA

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Fuji Network	6	4,655
Nippon Golden Network	7	8,400
Vector Consumer News	12	325,000
Vector Consumer Shopping Guide	15	407,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	150,000
Bay Area Religious Channel (BARC)	6	113,400
Buffalo Sabres Hockey	13	460,000
The Ecumenical Channel	6	148,000
KTVT	46	1,074,000
Life Newsvision	24	36,000
Madison Square Garden	57	1,800,000
Meadows Racing Network	14	446,000
MetroChannel	1	116,000
Newsday Cable	1	240,019
Texas Cable Network	12	730,000

Pay services		
Dodgervision	28	NA
Home Sports Entertainment—Houston/Dallas	78	130,000
Home Team Sports	47	83,000
New England Sports Network	72	53,279
PRISM-Philadelphia	88	375,000
Pro-Am Sports	84	102,000
The Superchannel	NA	NA
SportsChannel (New England)	63	95,000
SportsChannel (New York)	45	400,000
SportsVision (Chicago)	22	105,000
Z-Channel	21	95,000

Announced services

Regional services	Expected Launch
Box Seat	4th Quarter 1985

Satellite-fed services	
Apollo Entertainment Television	TBA
The BuenaVision Channel	TBA
Cabletix	TBA
The Choice Channel	11/85
Discovery Computer Network	9/85
Discovery Financial Network	9/85
Discovery Music Network	3rd Quarter 1985
El Canal Musical	4th Quarter 1985
Electronic Program Guide, Jr.	3rd Quarter 1985
Ethnic Radio Networks	3rd Quarter 1985
The Exchange	4th Quarter 1985
Home Shopping Network	7/85
International Business Network	3rd Quarter 1985
Magicable	TBA
Movie Time	9/85
Pay-Per-Movie Network	4th Quarter 1985
Private Ticket (Playboy)	7/85
Satellite Concert Network	TBA
Showtime/TMC Pay-Per-View Network	3rd Quarter 1985
United Satellite Network	3rd Quarter 1985

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision Magazine, Attention Cable Stats, P.O. Box 5208-T.A. 80217.
NA denotes not available.
TBA denotes to be announced.

† Total SIN reach. Spanish-speaking households 3,860,500.
Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers currently on basic cable networks.

A&E
AT&T (R)
Baldwin Pianos (R)
Dean Witter (R)
Ford (R)
GM (R)
Hong Kong Tourism (R)
IBM (R)
Kodak (R)
Merrill Lynch (R)
Paul Masson (R)
Psizer (R)
Schwepps (R)
Tourism of Thailand (R)
Time Inc. (N)
Volvo (N)

BET**
Ajay Enterprises (N)
Adolph Coors (R)
American Beauty Products (R)
Anheuser-Busch (R)
Campbell's Soup (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
HBO (R)
Hershey (R)
Johnson & Johnson (R)
KFC Corp. (R)
Kraft (R)
M&M Products Co. (N)
McDonald's (R)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Pro Care (N)
Proctor & Gamble (R)
Quaker Oats (R)
Sears Roebuck & Co. (R)
Soft Sheen Products (R)
Thompson Medical (R)
U.S. Army (R)
U.S. Marine Corps (R)
U.S. Postal Service (R)
Venue De Milo (N)
Warner Lambert (R)
William Wrigley, Jr. (R)

CBN Cable Network
Best Western Motels (N)
Bio Products (N)
Campbell's Soup (R)
General Foods (R)
Gillette (N)
Kent Collectibles (N)
Lane Furniture (N)
Lennox Air Conditioning (N)
Nabisco (R)
Nestle (R)
Pepsico (R)
Peter Pan (R)
TV Guide (R)
USA Today (R)
Wet Ones (N)

C-SPAN*
Centel (R)
DuPont (R)
Eastern Airlines (N)
Gannett (N)
General Instrument (R)
GM (R)
M/A-COM (R)
McDonnell Douglas (R)
Time (R)
Times Fiber (R)

Dow Jones Cable News
American Express (R)
Charles Schwab (R)
Consumer Reports (R)
Golf Digest (R)
Smithsonian Magazine (R)
Standard & Poor's (R)
Tennis magazine (R)
Travelers Equity Sales (N)
Zions First National Bank (R)

ESPN
Arby's (N)
AT&T (R)
Brut (R)
Chevrolet (R)
Dana (N)
Gatorade (N)
Gillette (R)
Hartmarx (N)
McDonald's (R)
Microleague Baseball (N)
Picadilly Restaurants (N)
The Playboy Channel (N)
Quaker State (R)
Ricoh (R)
Sears (R)
Sherwin-Williams (R)
Suzuki (R)
Tri-Star Pictures (R)
U.S. Air (N)
Valvoline (R)
Western Union (R)

FNN
Avis (R)
AT&T (R)
Charles Schwab (R)
Chrysler (R)
Dow Jones (N)
Emery (R)
Ford Corporation (R)
GMAC (R)
GM Corporation
Hayes Corporation (R)
Hong Kong Tourist Bureau (N)
Internorth (N)
ITT (R)
Kansas City Board of Trade (R)
Merrill Lynch (N)
Nynex (N)
Quick and Reilly (R)
United Airlines (R)
Wall Street Journal (R)
Xerox (R)
Zion Banking (R)
Zweig Forecast (R)

The Learning Channel
Barron's Report (R)
Charles Schwab (R)
Courage To Be Rich (R)
Family Computing (R)
Financial Inquiry (R)
Living Classics (R)
Malcolm E. Smith (R)
Microwave Cookbook (R)
National Ceilular Radio (R)
Scientific-Atlanta magazine (R)
Sports Illustrated (R)
Wall Street Journal (R)
World Communications (N)

Modern Satellite Network
American Motors (R)
Anheuser-Busch (R)
California Raison Advisory Board (R)
Federal Reserve Board (R)
Hawaii Visitors Bureau (R)
International Paper (R)
Korean National Tourist Commission (R)
Mercedes Benz of North America (R)
Philip Morris Inc. (R)
Steelcase (R)
Tobacco Institute (R)
United Airlines (R)
Upjohn (R)
U.S. Army Corps of Engineers (R)
Washington State Apple Commission (R)
World Book (R)

SPN†
American Artist Magazine
Asia Society
AT&T
Bank Hapoalim
Bayer
Best Western
Business Times
Casio
China Beer
Clorox
Coca-Cola
Cone Thread
Continental Airlines
Dow Jones
El Al
ESTV Tours
Evenflo
Fisher Price
Gerber
Grolsch Beer
Heinz
Hertz Rent-a-Car
Kimberly Clark
Kodak
Lakes Illustrated
Los Angeles Bank
National Insurance
New Zealand Railways
New Zealand Tourism Commission
Ranger Boats
Rubbermaid
Scott Paper
Sears Roebuck & Co.

The Silent Network
Campbell's Soup (R)
Hallmark Cards (R)
Lloyd's Hearing Aids (R)
Magnastitch (R)
Solarts (R)
Ultratec TDD (R)

The Weather Channel
AllState (R)
AMC (R)
AT&T (R)
Prudential Bache (R)
Warner Lambert (R)
Borden (R)
Proctor & Gamble (R)
Dannon Yogurt (R)
Thompson Medical (R)
Armour Dial (R)
S.C. Johnson (R)
Emerson Quiet Kool (R)
Quaker Oats (R)
Union Carbide (R)
Eastman Kodak (R)
Kraft (R)
Michelin Tires (R)
Pepsi (R)
Ralston Purina (R)
Sears Roebuck (R)
Clorox (R)
United Airlines Cheeseborough Ponds (R)
American Home Products (R)
Sara Lee Inc. (N)

R denotes renewal client.
N denotes new client.
*Listing is comprised of both advertisers and program underwriters.
†New and renewal information not available.
**Listing includes dated information.
Source: Advertising clients are provided by the program services to International Thomson Communications Inc.